



ECONOMIC DEVELOPMENT CORPORATION

MEETING MINUTES

September 4, 2013

Members Present:

Larry Leatherwood, Anne Ganakas, Richard Watkins, Robert Wilson, Toni Griffin and Erik Hansen

Members Absent:

John Hanieski, Bob Thelen and Justin Himebaugh

Staff Members Present:

Ed Reed

1. Call to Order:

Meeting was called to order by Acting Chair Robert Wilson at 4:07 p.m.

2. Set/Adjust Agenda:

Larry Leatherwood suggested adding to Item No. 4 listed as Saginaw Highway Update – Signs. Robert Wilson agreed to add this item for discussion in between Item Nos. 4 & 5, as Item No. 4 are staff updates, and Signs would be an additional topic.

3. Approve Minutes – June 5, 2013:

Anne Ganakas motioned that the minutes be accepted as submitted. Eric Hansen supported. Motion carried.

August 8, 2013:

Larry Leatherwood asked that the August 8, 2013 minutes be amended with regard to an inaccurate statement “Larry Leatherwood also provided an overview of the visit to Clinton Township. Mr. Leatherwood felt that the work of the committee was complete, and any further action should come from the EDC Board as whole.” He indicated that what he said was the Task Force had completed its review at that time, but they were waiting for the next step in terms of direction the EDC wanted them to go in based on the information they provided. A discussion followed with Larry Leatherwood clarifying what he meant to say at the last meeting. All other members present were in agreement that the minutes were an accurate reflection of the discussion.

Anne Ganakas motioned that the minutes be accepted as submitted. Richard Watkins supported. Motion carried.

Robert Wilson reiterated that the agenda was to be adjusted to include 4. a) Saginaw Highway Update – Banners, Ordinance Modifications, etc., b) Potential of a Sign and c) Additional Work for the Task Force to Complete.

4. (a) Saginaw Highway Update – Banners, Ordinance Modifications, etc.:

Ed Reed reported that he has contacted MDOT, Board of Water & Light and has done some research on the cost of banners and brackets with information provided as follows:

- Information on the different types of brackets and cost of brackets
- Information on the different types of banners and the different costs
- Permission from BW&L to place brackets and banners on the concrete light poles only, which are on the north side of the road
- Awaiting verification from BW&L contact of types of approved brackets that may be used
- Provided details on what was allowed by MDOT & BW&L on state highways, which included time restrictions, spacing, and locations
- Current banners in the Township cost \$91/each, which included the brackets
- Provided information on the new “I AM DELTA” branding (Official Logo will not be changing)

A discussion on who would be responsible for putting them up and taking the banners down ensued, the costs and equipment required, and who needs to approve any action taken.

Robert Wilson asked Ed Reed to provide the EDC with a proposal, which would include all the costs and responsibilities associated with putting the banners up.

Ed Reed and Richard Watkins provided information on various things the Township may do to help move along redevelopment along Saginaw Highway. The following items were discussed:

- Easing the restrictions of the current strict Parking Ordinance
- Proposed 2014 Budget, which should be approved by November 2013, contains funds for a Planning Division Consultant to assist Mark Graham on review of the Zoning and Sign Ordinances
- MEDC meeting with regard to a Planning Grant
- Blight elimination
- Tri-County Grant Funds
- Regional Grant Funds
- CDBG Funds and CDBG Meetings/Attendance
- Corridor (Eyde) Study/Market Gap Analysis/Tool for the Township and Eyde

- Regional Cooperation
- Beautification and Plan for Development of the Corridor

(b) Potential of a Sign:

Larry Leatherwood provided an overview of past discussions with regard to a Township sign, which included:

- Clinton Township's sign and the benefits they have received
- Business cooperation along the corridor
- Representation of the Township
- Where would a sign be located (suggested in the middle of the road on Saginaw Highway at the Waverly intersection)
- Electronic sign (not flashy)
- Businesses could advertise on and would pay for use of the sign

(c) Additional Work for the Taskforce to Complete:

A discussion with regard to the Task Force's role occurred with Larry Leatherwood recommending the following responsibilities:

1. Perform preliminary work to identify whether a sign could be done in the area he had suggested
2. Whether a sign could be done there
3. What is the possible cost of such a project
4. How would you defray the cost of erecting a sign
5. Poll the businesses on whether they are supportive of the project. He also suggested that the Township hold a meeting with the businesses along the corridor to ask for their feedback with regard to this project.

Larry Leatherwood made a motion that further study of the feasibility of erecting a sign, similar to the Clinton Township sign, be looked at and that a recommendation be brought back to the full body in terms of feasibility, which would encompass:

1. The location to put such a sign
2. Sign cost/estimate
3. Size/Dimensions of the sign
4. What is the identification/language that could be put on a sign

Anne Ganakus supported the motion. All agreed. Motion carried.

Larry Leatherwood asked that the information be sent out to the Committee members prior to the next meeting.

5. Staff Updates and Information:

Ed Reed provided a brief overview on the following items:

1. The acquisition of easements involved in the Safe Routes to School Grant on Canal Road, making Delta Township a more walkable community.
2. CATA and regional transportation with regard to extending bus routes
3. Worked with a trainer through MIOASHA to bring a Surviving Active Shooter Intruder training seminar to the region, which a number of local businesses attended.
4. Performed fifty-one business site visits
5. Attended eleven Ribbon Cuttings/Ground Breakings/Grand Openings and similar events in the area
6. Attend DeltaSide Business and Chamber events
7. The Township has thirty new businesses
8. The Township has lost six businesses
9. Website update
10. Six businesses in Township, which relocated in the Township

6. Member Comments:

Larry Leatherwood suggested looking into the possibility of having MSU students do a rendering of what Saginaw Corridor could look like, and offered to take on the responsibility of contacting MSU.

A discussion on what benefit the Township would receive from doing such a rendering ensued.

Anne Ganakus asked the Committee to think about beautification along the corridor, i.e., placing beautiful hanging baskets on the main intersections, which she would like to talk about at the next meeting.

7. Other Business:

None presented.

8. Set Next Meeting Date:

Robert Wilson stated that the next meeting is set for 4 p.m. on December 4, 2013 in this same room, and that staff would provide an interim report on the banner and sign issues as soon as it is available.

9. Adjournment:

Larry Leatherwood motioned for adjournment. Anne Ganakus supported. All agreed. The meeting was adjourned 5:28 p.m.